

The LEAFLET



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**Check inside for
View from the Arbor
newsletter**



Technology at Your Service AlertOC

We've all used our cell phones and smart phones to do everything from playing games to reading books, but did you know that your cell phone or smart phone could save your life? By registering your phone number and/or email address with AlertOC, you'll receive time-sensitive messages from Orange County or Lake Forest.

AlertOC is a mass notification system designed to keep Orange County residents and businesses informed of important information during emergencies in their community. Based on the severity of the event, AlertOC may be used to contact residents by one or all of the following methods: home phone, work phone, cell phone, e-mail, or text message. Mass notification systems have been attributed with saving lives during the 2007 Southern California wildfires by quickly notifying residents of evacuation instructions at all hours.

To get connected, register online at www.lakeforestca.gov/alertoc. Be sure to update your contact information if you move or change your phone number or email address. For more information and frequently asked questions, please visit www.AlertOC.com or call 282-5215.

How does it work?

AlertOC has significant capacity to send large volumes of messages through phone, e-mail and text communication channels. When there is an emergency event requiring community action, authorized officials record a voice, e-mail or text message that is then delivered quickly to individuals affected by the event.

Example: a wildfire event triggers an evacuation notice
Officials will use the system to keep affected communities informed of event information as necessary.



Look inside for the 2012 4th of July Logo Contest Winning Entry! ... Page 3

CITY MANAGER'S

Message*Community Leadership*

A few weeks ago, the City hosted the 2012 Leadership Breakfast. The event is an opportunity for the City to recognize and thank all of the City's volunteer leaders. Over 100

attendees represented various groups including the Fourth of July Parade Committee, the Sheriff's Team of Active Retired Seniors (STARS), Leadership Academy graduates, Community Emergency Preparedness Academy graduates, the Chamber of Commerce, the Planning Commission, and the Parks and Recreation Commission.

Volunteers and involved community members like these are the foundation of the healthy, connected community that makes Lake Forest a great place to live and work. If you'd like to get involved this year, there are plenty of opportunities throughout the City.

Love the outdoors? In May the City will be hosting Aliso Creek Clean-Up Day where you can help fight the battle against litter and debris. We'll provide the supplies, and you provide the energy!

Are you a teen with ideas about how to make Lake Forest a better place for teens? Join us for our next Students Working and Advising for Government (SWAG) meeting on April 4.

Have a gift with animals? Then volunteer with Orange County Animal Care as a dog walker, cat socializer, greeter, or mobile adoption volunteer.

Always wanted to wear a uniform? Teens can join the Explorers, a community-based policing program exposing career-oriented young adults to police operations, while seniors can join the STARS who partner with Lake Forest Police Services.

These are just a sampling of some of the opportunities where you can be a community leader. For more information on these or other volunteer opportunities, visit the City's website at www.lakeforestca.gov and click on How Do I...Volunteer or give us a call at 461-3544.

Sincerely,

Robert C. Dunek

Robert C. Dunek,
City Manager

SAVE THE DATE

Summer Concert Series at Pittsford Park



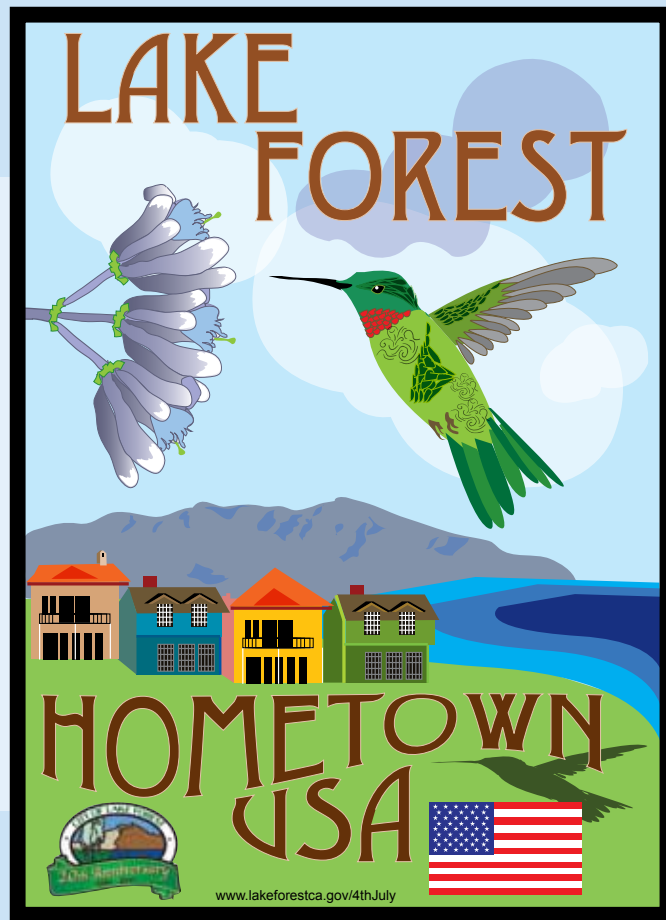
Lake Forest's Summer Concert Series is one of the most anticipated events in the City. These concerts bring together the best parts of summer – great music, beautiful weather, and new and old friends!

- **Sunday, June 24 @ 5:30 p.m.**
Kina Grannis & an American Idol
- **Sunday, July 29 @ 4:00 p.m.**
20th Anniversary Concert featuring 3 different bands
- **Sunday, August 19 @ 5:30 p.m.**
Pacific Symphony presents
"Target Symphony in the Cities"
End of Summer Spectacular

Upcoming City Council Meeting Dates

City Council meetings are held on the first and third Tuesday of every month starting at 7:00 p.m.

- Tuesday, March 20
- Tuesday, April 3
- Tuesday, April 17
- Tuesday, May 1



CITY OF LAKE FOREST 21ST ANNUAL 4TH OF JULY PARADE 2012

We reached out to the community looking for a logo for the City's 21st Annual Fourth of July Parade, and you didn't let us down! We received a number of outstanding entries portraying this year's theme of "Lake Forest: Hometown USA."

After much deliberation, Tim Cabrera's winning logo was selected.

Congratulations Tim, and thanks to all participants – see you at this year's parade!

20th Anniversary Upcoming Events

The City is currently planning more events to help the community celebrate our 20th Anniversary. A Coast Live Oak (the City Tree) will be planted in conjunction with Arbor Day. Upcoming summer events will include a golf tournament, special coloring contest for kids, commemorative 4th of July parade, and anniversary concert. Check our City website at http://www.lakeforestca.gov/depts/cs/20th_anniversary_celebration/default.asp or your Summer Leisure Times for updates.



Business Seminar: Align Social Media to Drive Business Objectives



The City of Lake Forest and SCORE Business Counselors invite you to attend the “Align Social Media to Drive Business Objectives” workshop on Wednesday, April 18, 2012, from 5 p.m. to 8 p.m. at Lake Forest City Hall, 25550 Commercentre Drive. The workshop will provide business owners with valuable tips to leverage social media, digital marketing, and measure the success of their internet marketing.

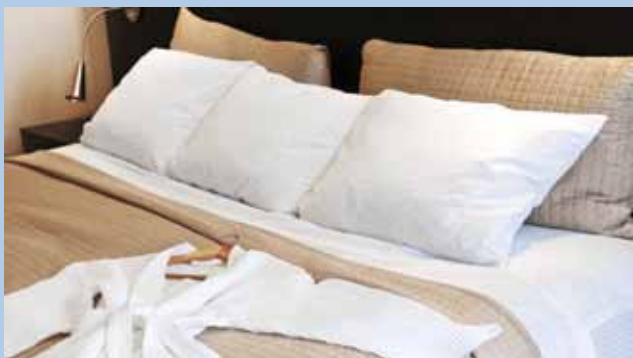
Attendees will learn the key elements of a strong on-line presence to support overall business, ways

to build a consistent multi-channel brand, how to utilize search engine optimization, affiliate marketing, and social networking. Learn what the acronyms SEO, CTR, PPC, CPM mean for your business and how social networking (e.g. Twitter, FaceBook) and Web 2.0 tools (e.g. blogs, podcasts) can help grow and market your business.

Light refreshments will be served. Seating is limited! RSVP with Economic Development at economicdevelopment@lakeforestca.gov or call 461-3567.

Looking for a hotel in Lake Forest?

With graduations, vacations, and holidays like Mother’s Day and Father’s Day just around the corner, you may find yourself looking for lodging accommodations within the City for yourself or visitors. A great new resource to assist you in your search is Lake Forest’s new Hotel Webpage (www.lakeforestca.gov/hotels). The Lake Forest Hotel Webpage provides scrolling pictures of each hotel, an interactive information box with a description of amenities, and links to individual hotel websites. So when you need a home away from home, check out our local options!



Secrets & Strategies for Business Success

Save the date business owners! On Friday, May 11, 2012, you can learn the *Secrets and Strategies for Business Success – Refresh, Redefine, and Reach for Success!* This event is cosponsored by the Lake Forest Chamber of Commerce and City of Lake Forest, and is designed specifically for current and prospective entrepreneurs. Presented as a half-day seminar, the event will help entrepreneurs learn the essentials of starting and growing a business from industry experts.

The 2012 Secrets & Strategies for Business Success seminar will feature a keynote address as well as opportunities to visit various business resource booths and network with other business owners. *Secrets and Strategies for Business Success – Refresh, Redefine, and Reach for Success* will be held at Lake Forest City Hall, located at 25550 Commercentre Drive. Contact Economic Development at economicdevelopment@lakeforestca.gov or call 461-3567 for more event details.

Capital Improvement Projects Update: Streetscapes, streetscapes, and more streetscapes!



Check out the progress for each of the four streetscape projects going on now!

As a reminder to our readers, to accommodate the necessary construction between now and June, certain lanes will be closed and drivers are encouraged to use alternate routes.

Traffic delays are expected on Rockfield, Jeronimo, and Los Alisos. Drivers are encouraged to use El Toro or Muirlands as alternate routes. For more information, call 461-3485.



Left column top to bottom: El Toro, Jeronimo, and Rockfield. Below: Trabuco.



Keep Your Car and Our Local Water Resources Finely Tuned!!!

Healthy creeks, a clean ocean, and pristine beaches are important to all of us. However, if you're not careful, many household activities can lead to water pollution. Washing your car, changing your motor oil or antifreeze, and neglecting car leaks can have an impact on our local water resources.

Uncontrolled waste can enter the storm drains that flow to the ocean. Unlike water in the sanitary sewer (from indoor usage), water in storm drains is not treated before entering our waterways. Controlling waste generated from vehicle maintenance and other pollutants can make a significant impact towards maintaining healthy water resources.

Here are some tips you can follow to help protect our environment:

- Wash your vehicle at a local commercial car wash.
- If you wash your car at home, follow these guidelines:
 - ▶ use an on-off nozzle and turn off the water when not in use,
 - ▶ use biodegradable soap, and
 - ▶ wash your vehicles on grass or gravel to keep the water out of the storm drains.
- Monitor your vehicle for leaks, and place a pan or similar collection device under the leak until it is repaired.
- Take leftover or used automotive fluids to oil collection centers, which are listed on the City's website at www.lakeforestca.gov.
- Never pour oil in storm drains or other areas.
- Immediately clean leaks and spills by applying absorbent materials such as cat litter, and properly dispose of the swept-up material.
- Store hazardous materials and wastes such as fluids, solvents, and batteries indoors under cover, or in watertight containers.



For additional information on hazardous waste disposal, visit the City's website at www.lakeforestca.gov.



24-Hour Water Pollution Hotline (877) 89-SPILL

Remember, the Ocean Begins At Your Front Door.

For more information, contact the Public Works Department at: 949-461-3480.

FAIR HOUSING



An impediment to fair housing opportunity is any policy or practice that denies or adversely affects the provision of housing to a person in any protected class. Examples of a protected class include minorities, elderly, and disabled persons. As a recipient of annual Federal Community Development Block Grant funds, the City of Lake Forest is committed to furthering fair housing practices in the community and cooperates with the Fair Housing Council of Orange County to eliminate discriminatory practices county-wide. Fair Housing opportunity is the law. If you or someone you know has a fair housing question or issue that needs to be addressed, please call the City's Housing Manager at 461-3471.

Recreation/Events Calendar

Spring 2012 (March/April 2012)

MARCH

Band Nights at the Skatepark

16

6 - 10 p.m.

 Etnies Skatepark of Lake Forest
(20028 Lake Forest Dr.)

Fee: \$5 per person



Spring Skate Egg Hunt

31

11 a.m. - 1 p.m.

 Etnies Skatepark of Lake Forest
(20028 Lake Forest Dr.)

Fee: \$5 per person



MARCH 31

Bunny Blast: "An Egg Wonderland"

11 a.m. - 3 p.m.

 El Toro Park
(23701 Los Alisos Blvd)


APRIL

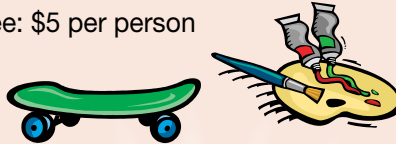
The Gathering – Where Art Meets Skateboarding

21

6 - 10 p.m.

 Etnies Skatepark of Lake Forest
(20028 Lake Forest Dr.)

Fee: \$5 per person



MAY

Rancho Days Fiesta

6

11 a.m. - 3 p.m.

 Heritage Hill Historical Park
(25151 Serrano Rd)

 Fee: \$3 children 3-12
\$4 adults


Summer Resident Registration Begins Online, Mail-In, Walk-In

15

8 a.m.

 City of Lake Forest
Community Services Dept
(25550 Commercentre Dr)

 Specific class and
program fees apply


Admission FREE
(nominal fee for games,
activities, and food)

Don't be late for this important date! To get the inside scoop on Bunny Blast and other citywide special events, check out www.facebook.com/LakeForestEvents

**For more info on any of the above activities,
call Community Services at 461-3450.**





City of Lake Forest
25550 Commercentre Drive
Lake Forest, CA 92630

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Important City Telephone Numbers



OC Animal Care 249-5160
Building Division 461-3470
Building Inspection 461-3468
City Clerk 461-3420
City Council 461-3420
City Manager's Office . . . 461-3410
Code Enforcement 461-3474
Community
Policing Center 461-3530
Etnies Skatepark 916-5870
Graffiti Hotline 461-3583
Planning 461-3491
Public Works 461-3480
Recreation 461-3450
Redevelopment 461-3567

IMPORTANT CITY WEBSITES

City
www.lakeforestca.gov
Economic Development
www.lakeforestbusiness.com
Lake Forest Redevelopment Agency
www.thearbor.info
Etnies Skatepark of Lake Forest
www.etniesskateparkoflakeforest.com



The Leaflet is published by the City of Lake Forest and is distributed as a public service to the homes and businesses of the city. The City of Lake Forest welcomes your comments, suggestions and questions regarding The Leaflet. Please call or write:

Editor, The Leaflet
City of Lake Forest
25550 Commercentre Drive
Lake Forest, CA 92630
461-3400



www.lakeforestca.gov

"EXPAND THE FOREST"

The Expand the Forest program allows members of the community to dedicate trees in memory of departed loved ones or to commemorate special occasions while encouraging the expansion of our urban forest. Trees are \$70 and are planted and maintained by the City. There are eight different species of approved trees which may be planted in almost any public property location, including City parks and green belts.



**For more information, please call
the Public Works Department at 461-3480.**

SPONSORS	TREE SPECIES	LOCATION	DEDICATION
The Chavez, Davila, Franco, Marris, Muse, Perry and Shelton Families	Sycamore	Foothill Ranch Community Park	In Loving Memory of Sherrie Underwood
Sunil, Anil, Annu, Anna	Liquid Amber	Rancho Serrano Park	George and Anastasia Desouza

Looking for a Pet? Visit Lake Forest Pet of the Week!

Visit the City's website to meet the Lake Forest "Pet of the Week!" The "Pet of the Week" is a joint effort between the City and OC Animal Care to find a forever home for adoptable Lake Forest animals. A new pet is featured each week, along with an update on the adoption status of the previous Pet of the Week.



Last year there were over 11,000 successful adoptions of dogs, cats and other animals from OC Animal Care. Visit www.ocpetinfo.com for more available animals that are in need of warm and loving homes. For more information, contact OC Animal Care at 249-5160 or visit them at ocgov.com.

www.lakeforestca.gov/pet_of_the_week